

ROU Brief - 6/19/96

For: AVP/RSM/RBM/ROM/KAM/AM/RM-DFM/AE/MC/PC/PRC/SC

FSC-110-A

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- Unsaleables Management Guidelines Manual
- 1996 Permanent POS - Second Half Allocations

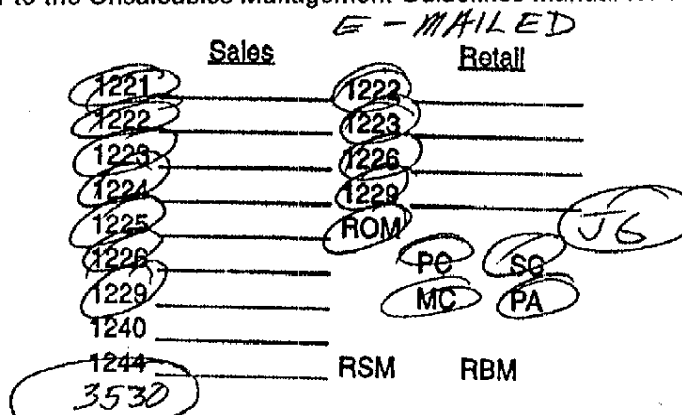
DISTRIBUTE TO ALL FULL-TIME FIELD SALES PERSONNEL

➔ Unsaleables Management Guidelines Manual

Unsaleables Management Guidelines Manuals are being mailed this week to all Field Sales Managers, Sales Reps and Retail Reps. Manuals include a section for Field Sales' use plus the portion of the manual which will be mailed to all direct accounts. You should take the time to thoroughly familiarize yourself with our returned goods policies and our couponing procedures for product approaching expiration dates. RJR personnel responsible for direct accounts should review the manual with appropriate direct account personnel.

Effective Monday, June 24, the thermal printer Poget designations listed below will be activated. The objective is to coupon RJR cartons within 45 days of aging out in order to minimize product returns using the designations below. Refer to the Unsaleables Management Guidelines Manual for details.

TPAGE CAM \$4 CPN
TPAGE WI \$4 CPN
TPAGE SAL \$4 CPN
TPAGE VAN \$4 CPN
TPAGE MOR \$4 CPN
TPAGE NOW \$4 CPN
TPAGE DOR \$4 CPN
TPAGE MON \$4 CPN
TPAGE CEN \$2 CPN
TPAGE STE \$2 CPN
TPAGE MAG \$2 CPN



IMPORTANT: These codes should only be used for product approaching expiration date and are not to be used for price gap/ceiling spending.

ROU Program Contact: Returned Goods Hotline - 800/992-3284

ROU DETAIL

➔ 1996 Permanent POS - Second Half Allocations

Allocations for Permanent POS for the second half of 1996 have been calculated and entered into the Sales Materials System. Availability dates for the items will be issued by Wednesday, July 3.

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